

# PSJ3

## Exhibit 498

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**From:** Gray, John <jgray@hdmanet.org>  
**Sent:** Thursday, August 02, 2012 7:12 PM  
**To:** Kelly, Patrick  
**Subject:** RE: Summary of Today's Controlled Substances Abuse Task Force Call

I would add that we will want their input on various agency proposals to put before the HDMA Executive Committee for approval, etc.

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**From:** Kelly, Patrick  
**Sent:** Thursday, August 02, 2012 3:04 PM  
**To:** Kelly, Patrick  
**Subject:** Summary of Today's Controlled Substances Abuse Task Force Call

**TO: Controlled Substances Abuse Task Force**  
**RE: Summary of Today's Conference Call**

Thank you for participating in today's inaugural meeting of the HDMA Controlled Substances Abuse Task Force.

As discussed on today's call:

- HDMA will continue to monitor and engage on issues related to drug abuse and diversion at the federal and state legislative/regulatory levels.
- HDMA will continue to work with external organizations (National Governors Association, Partnership @ DrugFree.org, and NACDS) on initiatives related to prescription drug abuse and diversion and work towards consensus-based solutions to address and mitigate the drug abuse epidemic.
- HDMA will develop a public relations campaign to improve understanding of the value of a safe, secure and efficient drug distribution system in the United States. HDMA is in the process of interviewing public relations firms to help develop and implement a public relations strategy..

**\*\*Action Item\*\***

Please Identify those individuals within your company that would be interested in participating on a Public Relations Work Group on Drug Abuse and Diversion. The purpose of this group would be to provide guidance and feedback on potential public relations activities. ***Please contact John Parker, HDMA Vice President of Communications, at [jparker@hdmanet.org](mailto:jparker@hdmanet.org) or by phone at 703-885-0216 if you, or someone from your company would like to participate on this Public Relations Work Group.***

If you have any questions or would like additional information, please contact Patrick Kelly, [pkelly@hdmanet.org](mailto:pkelly@hdmanet.org) or by phone at 703-885-0233.

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Some documents that may be of interest:

Press release announcing the Partnership @ Drug Free.org The Medicine Abuse Project  
<http://www.drugfree.org/newsroom/the-partnership-at-drugfree-org-announces-new-partners-in-national-medicine-abuse-action-campaign>

ONDCP report titled, "Epidemic: Responding to America's Prescription Drug Abuse Crisis"  
[http://www.whitehouse.gov/sites/default/files/ondcp/policy-and-research/rx\\_abuse\\_plan.pdf](http://www.whitehouse.gov/sites/default/files/ondcp/policy-and-research/rx_abuse_plan.pdf)

Letter from Rep. Bono Mack (R-CA) to ONDCP on recommendations for inclusion in 2013 National Drug Control Strategy  
[http://bono.house.gov/uploadedfiles/mbm\\_ondcp\\_recs\\_7\\_20\\_12.pdf](http://bono.house.gov/uploadedfiles/mbm_ondcp_recs_7_20_12.pdf)